THE TEXAS CATHOLIC

The official newspaper of the Catholic Diocese of Dallas

Pricing & Measurements Single insertion rates

PAGE SIZES	DIMENSIONS	B/W SINGLE INSERTION	COLOR SINGLE INSERTION
Full Page	10.5" X 14"	\$1925.00	\$2175.00
Half Page	10.5" X 7"	\$1072.50	\$1322.50
Quarter Page	6.125" X 7"	\$577.50	\$827.50

Open Retail Rate: \$27.50 per column inch (5-column tabloid) **Pre-print Inserts:** \$70 per thousand for single sheet. Higher rate for heavier inserts.

Specifications

All ads must be camera ready PDF • 100 lines screen • 300 resolution minimum

DEADLINES

Display & Classified

Space: TUESDAY 5 p.m. prior to publication

5 p.iii. prior to publica

Copy: FRIDAY

5 p.m. prior to publication

SUBMISSIONS

- Camera ready PDF only
- B/W format preferred
- Colors must be CMYK
- 100 lines screen
- 300 resolution

PROCESS COLOR

1 spot color. \$125.00 2 spot color \$175.00 4 color \$250.00

Advertise with us

To place your ad, contact Laurie Cluck at 214-379-2891 or lcluck@cathdal.org.



Calendar publication dates

2017 Editions

		Ja	nua	ary					Fel	bru	ary	,				V	larc	h		
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
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16	17	18	19	20	21	22	21	22	23	24	25	(26)	27	18	19	20	21	22	23	24
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2 9 16	3 10 17	4 11 18	5 12 19	6 13 20	7 14 21	1 8 15 22	6 13 20	7 14 21	Tue 1 8 15 22	Wed 2 9 16 23	Thu 3 10 17 24	4 11 18	5 12 19	3 10 17	Mon 4 11 18	Tue 5 12 19	6 13 20	7 14 21	Fri 1 8 15 22	2 9 16 23
2 9 16 23	3 10 17 24	4 11 18	5 12 19	6 13 20	7 14 21	1 8 15 22	6 13 20	7 14 21	Tue 1 8 15 22	Wed 2 9 16 23	Thu 3 10 17 24	4 11 18	5 12 19	3 10 17	Mon 4 11 18	Tue 5 12 19	6 13 20	7 14 21	Fri 1 8 15 22	2 9 16 23
2 9 16 23	3 10 17 24	4 11 18 25	5 12 19	6 13 20 27	7 14 21	1 8 15 22	6 13 20	7 14 21 28	1 8 15 22 29	Wed 2 9 16 23	Thu 3 10 17 24 31	4 11 18 25	5 12 19	3 10 17	4 11 18 25	5 12 19 26	6 13 20	7 14 21 28	1 8 15 22 29	2 9 16 23
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SPECIAL ISSUES 2017

Catholic Schools Week	January 20	Back To School	August 25
Elderly Care	March 17	College Guide	September 1
Graduation	June 21		

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